

The Latest from SFIA

April 10, 2024



LESS THAN ONE WEEK AWAY: April 15/16 Team Sports Conference Event!

sfia.org - Hosted by SFIA, NFHS, and NCAA, the Team Sports Conference brings together SFIA members, sporting goods...

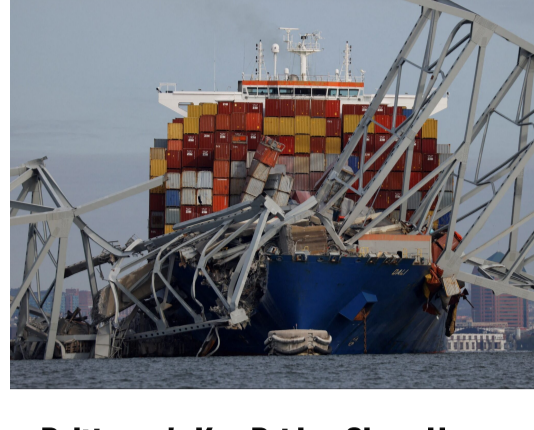
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New 2024 Dates & Locations for Super Regionals - Kicks Off May 29 in New York!

sfia.org - The Super Regional Series will kick off in New York on May 29, where the 2024 State of the Industry Report will premiere...

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Baltimore's Key Bridge Clean-Up Initiated; Limited Passage for Smaller Vessels but Port Remains Closed to Cargo Ships

sfia.org - As shipping companies and manufacturers scramble to mitigate the supply chain issues resulting from the tragic collapse...

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SFIA Public Policy Newsletter: 2024 Quarter 1 Recap

sfia.org - While election-year politics hang over Congress, there is hope for tariff relief & health promotion policies. With...

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SKLZ Partners with Barstool Sports to Launch Co-Branded Golf Training Products

sfia.org - SKLZ, the leader in sports training products, is announcing a partnership with...

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Free Database Access for Limited Time: Sales Tools to Generate Leads on Projects!

sfia.org - With local governments investing billions of dollars into sports and recreation facility...

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USTA Sets Bold New Goal to Make U.S. the World's #1 Tennis-Playing Nation by 2035

prnewsire.com - Ambitious growth strategy aims to increase the number of Americans playing...

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Riddell Introduces New Premium Axiom Helmet Line with Position-Specific Models Available to the NFL Players This Season

prnewsire.com - Axiom3D provides performance tunability for QB and Line Position Groups at...

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U.S. House Passes the EXPLORE Act to Expand Outdoor Recreation Access

sgbonline.com - In a landmark bipartisan agreement, the U.S. House of Representatives...

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NRF: Despite Baltimore Port Shutdown, Import Cargo Expected to Hit 2M Containers

sgbonline.com - Next month's inbound cargo volume at the nation's major container ports...

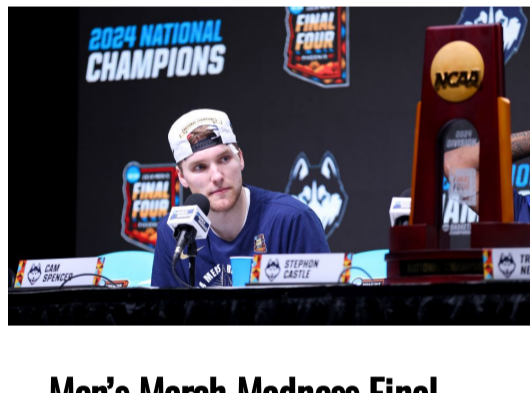
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Track and Field Becomes First Sport to Pay Prize Money at Olympics. Paris Gold Medalists get \$50,000

apnews.com - Track and field is set to become the first sport to introduce prize money at the...

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Men's March Madness Final Draws 14.82m but Viewership Trails Women's Game for First Time

sportspromedia.com - The championship game of the NCAA women's basketball tournament...

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The Caitlin Clark Effect Hits WNBA Ticket Prices

frontofficesports.com - Caitlin Clark still isn't officially on a WNBA team until next Monday's...

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The WNBA Expects to Double its Media Rights Value in Next Deal

thegist.com - The WNBA already believes Caitlin Clark will have a Tiger Woods-like effect...

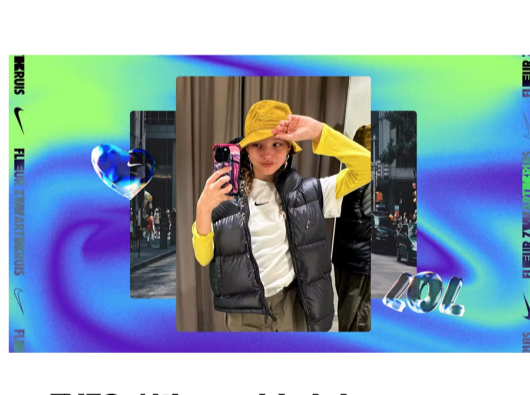
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The HIIT Revolution? Fitness Modality Tapped for Serious Growth

athletechnews.com - Yoga, Pilates and Barre currently dominate the boutique fitness...

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EXEC: Nike and Lululemon Fight Teen Perceptions as Smaller Brands Take Share

sgbonline.com - With all the conversation surrounding Wall Street darlings Lululemon and...

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Consumer Confidence Index Flat in March, but Outlook Index May Signal Trouble Ahead

sgbonline.com - The Conference Board Consumer Confidence Index was 104.7 (1985=100) in...

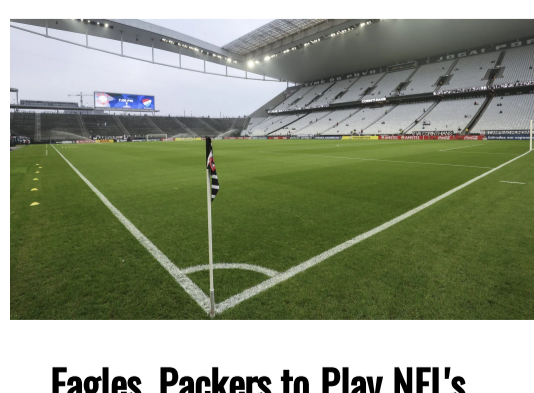
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NRF: Economy Remains 'Sturdy' NRF: Forecast for Slower Growth

sgbonline.com - Despite expectations for slower growth of both gross domestic product...

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Eagles, Packers to Play NFL's First Game in Brazil

sportico.com - The Green Bay Packers and the Philadelphia Eagles will face off in the first...

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DJ Burns, Women's Stars Lead March Madness Social Growth

sportico.com - March Madness provides college athletes with an opportunity to create lifelong...

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